

# Ski+ 2020-21

## Campaign Plan



LIFE  
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# The Challenges

- Colorado's stronghold on market share
- The decline in willingness to travel (especially via air) due to COVID-19
- Uncertainty regarding COVID-19 and how resorts will respond
- The trend of shortening booking windows
- Ski marketing partners and publications closing their doors
- Potential difficulty of convincing travelers to plan a winter road trip to Utah

# The Opportunity

Take advantage of a full winter budget (and competitors' challenges) to help out struggling partners by driving travel this winter—and continue building the Utah ski brand for the future.

# The Goals

## 1. Responsibly drive travel to Utah's ski resorts and communities.

By end of season, demonstrate a month-over-month increase in post-impression site visitation to relevant winter travel pages. Campaign-related hotel booking totals should remain stronger than the industry average decrease.

## 2. Grow Utah's winter brand awareness and consideration to ensure Utah remains a top-of-mind ski destination in the future.

Increase the percentage YOY of those "very familiar" with Utah's ski travel product; maintain the percentage YOY of those likely to take a ski trip to Utah within the next year.

## 3. Educate travelers about responsible winter travel behaviors and COVID-19 ski resort responses.

# The Audiences

1. Traditional Winter Audiences:
  - a. Millennials: Powderhounds and Social Skiers
  - b. Families: Luxury and Economy
  - c. Boomers
2. Repeat Visitors
3. Utah Residents
4. Regional (Drive Market) Audiences

# The Message

## Main campaign messages:

1. Snow Quantity/Quality
2. Accessibility of Best-In-Class Skiing
3. Availability of Non-Skiing Off-Mountain Activities (i.e., Snowshoeing, XC Skiing, Dog Sledding, Restaurants/Bars, etc.)

## Supporting messages:

- Covid-19 safety information, resort openings/closings
- Distributing visitation: traveling during the week and on non-holiday weekends
- Looking farther out: planning a trip to ski resorts in summer
- Overcrowding - Forever Mighty messaging



# Messaging & Creative



# The Message - Toolkit

## Main campaign messages:

1. The original More Mountain Time message as is (continue to inspire visitation with more message and easy access)
2. A recut message to underscore the message of snow
3. A third message that speaks to the era without being explicitly about a pandemic

We are utilizing the existing More Mountain Time spot - the following outlines the variations we will develop for use

- Footage reviewed to ensure COVID relevancy (social distancing)



# Original

In Utah, you're living on Mountain Time —  
And there's nothing standard about that.

With 10 resorts less than an hour from Salt Lake International Airport,  
Mountain Time means more time on more resorts on The Greatest Snow on Earth.

It means more time with the kids,  
and more time away from the kids.

Ski more. Shred more. Chill more. Cheers more.  
Because Mountain Time is a state of mind that can only be found in one place.... Utah.

# More

When you're in Utah,  
You get more.

More powder days,  
more cruiser days,  
and more of the "I'll never forget this" kind of days.

With 10 resorts less than an hour from Salt Lake City,  
getting more is easy.

Get more Mountain Time. Only in Utah.

# Another Season

Utah. A new season. And yet the same.

The world-class terrain never changes,  
and the Greatest Snow on Earth always falls.

10 resorts lie just outside the city.

Legendary mountains. Wide open spaces.

Mountain Time is here again. Only in Utah.

# Banner Ads

# Banner Messaging

Utah:

Where the greatest snow on earth

Meets the easiest access on earth

Get more mountain time

([visitutah.com](http://visitutah.com))

Utah:

Where the perfect ski vacation

Is closer than anywhere else

Get more mountain time

([visitutah.com](http://visitutah.com))

# Banner Messaging

Utah:

Where the next storm  
Is always around the corner  
And the skiing is even closer  
Get more mountain time  
([visitutah.com](http://visitutah.com))

Utah:

The greatest snow on earth  
Falls in only one place  
Get more mountain time  
([visitutah.com](http://visitutah.com))

# Banner Messaging

Utah:

Those who know

Follow the snow

Get more mountain time

([visitutah.com](http://visitutah.com))

Utah:

The greatest snow on earth

And lots of it

Get more mountain time

([visitutah.com](http://visitutah.com))

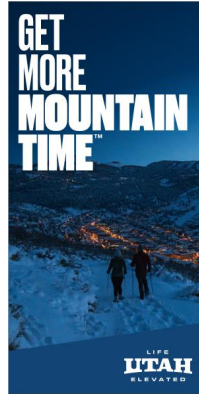


# Visuals

Leverage 2019 layouts & assets



# Visuals



# Next Steps

## Production:

1. Lining up editing sessions with Cosmic & post production work
2. Production of the digital assets
3. Development of a campaign standards kit (personas, messaging, creative assets, visual style & tone, photography, campaign look and feel)

# Paid Media

## A LOOK BACK AT 2019/2020 MOUNTAIN TIME

“In November, our campaign was pacing 49% behind the previous year’s campaign with only \$430k in observed hotel revenue. By February 8, after multiple rounds of creative optimizations, we had officially surpassed the previous year’s pace by more than \$130k.”

## A LOOK BACK AT 2019/2020 MOUNTAIN TIME

The 2019/2020 MT campaign reached 53% of snow traveling households, down from the previous year's 57%.

The addition of Chicago as a target market led to growth in ad-aware households.

The ski resorts were on track for a record breaking year before they had to shut down.

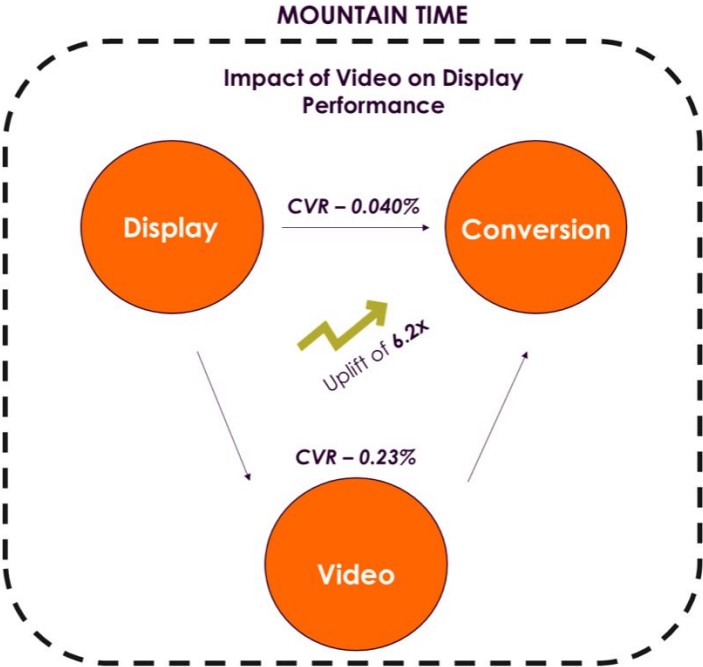
The Mountain Time landing page saw a 56% increase in web traffic compared to the previous year.

Advertising had the strongest awareness % in Las Vegas and Miami. However, Los Angeles and New York had the greatest total ad aware households (being larger markets).

Online, the campaign tracked over \$7.8M in hotel revenue, an estimated 45k travelers.

THE IMPORTANCE OF CREATIVE OVERLAP

People exposed to both Display Banners and Video ads were 6.2x more likely to visit our website.





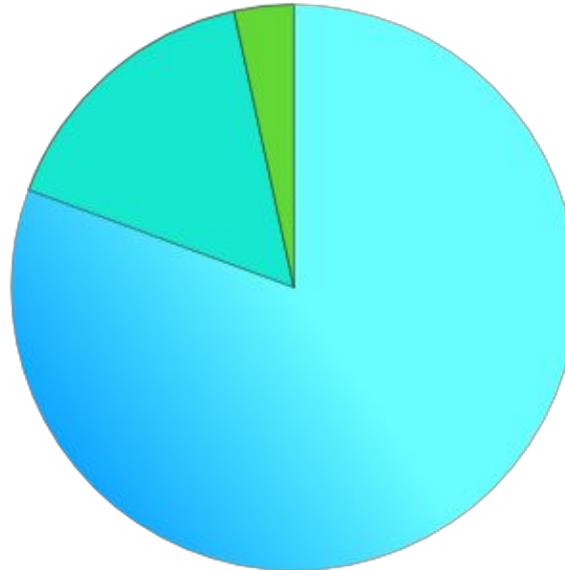
## A CAMPAIGN FIRST

We were able to track digital media overlap with PPC for the first time and found that 19.5% of ad exposed audiences engage with our Paid Search campaigns.

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■ Search Only      ■ RM & Search Overlap      ■ SD & Search Overlap

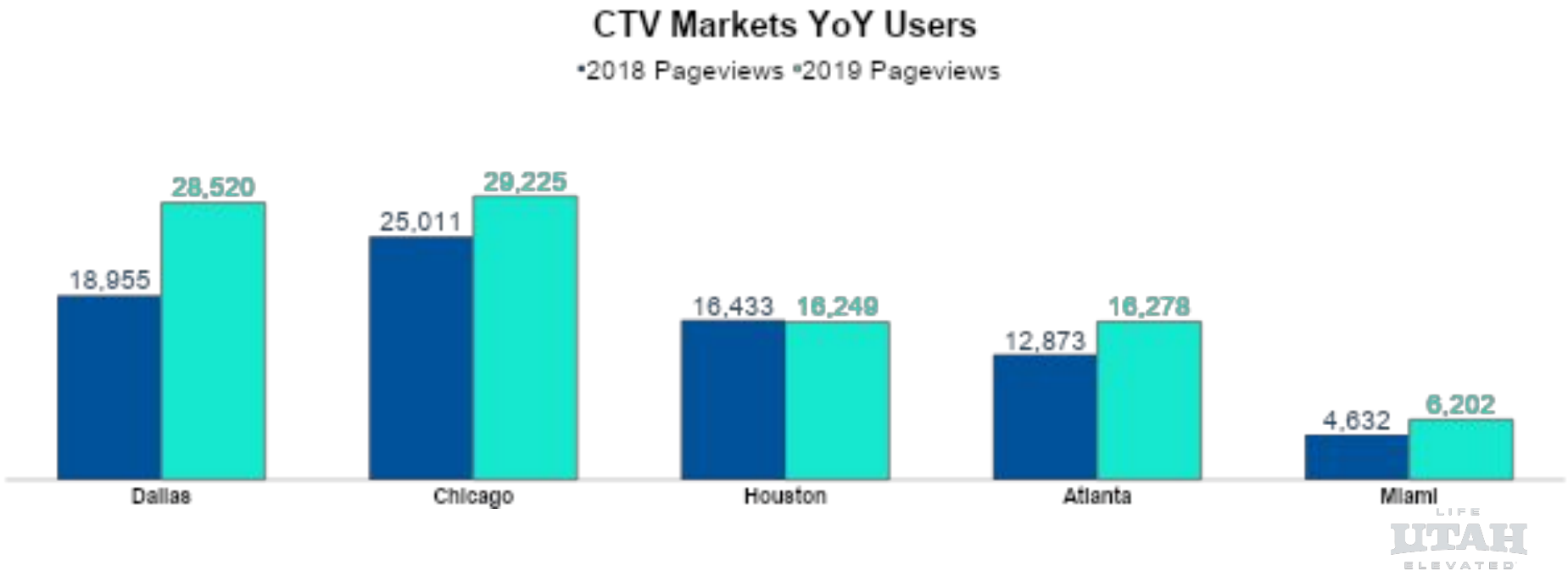
**134,770 Total  
Conversions for Search  
AND Standard Display  
+ Rich Media**



**This means to say that  
Search & Standard  
Display + Rich Media  
overlap at a rate of  
19.5%**

CTV/DOOH MARKET PERFORMANCE

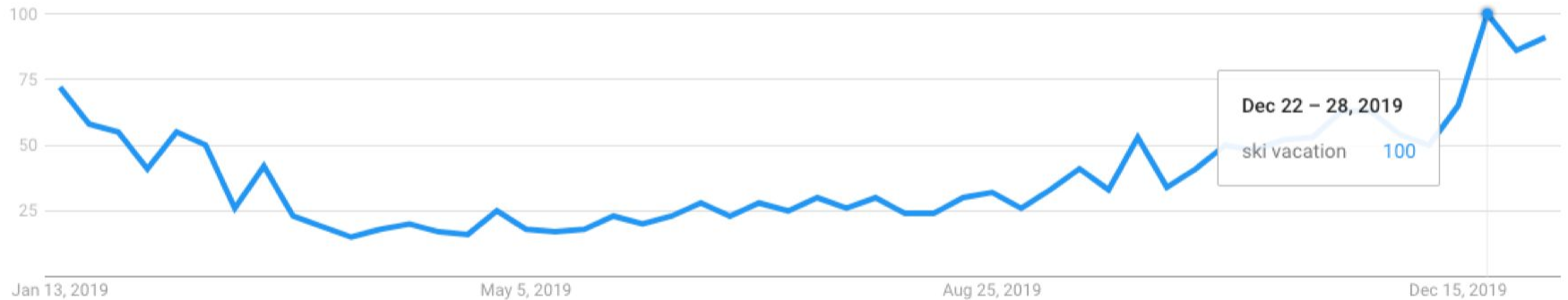
Chicago and Dallas, two markets that had overlap between CTV and Digital OOH saw positive website growth YOY



## HOLIDAY PURCHASE BEHAVIORS: SKI VACATION SEARCHES

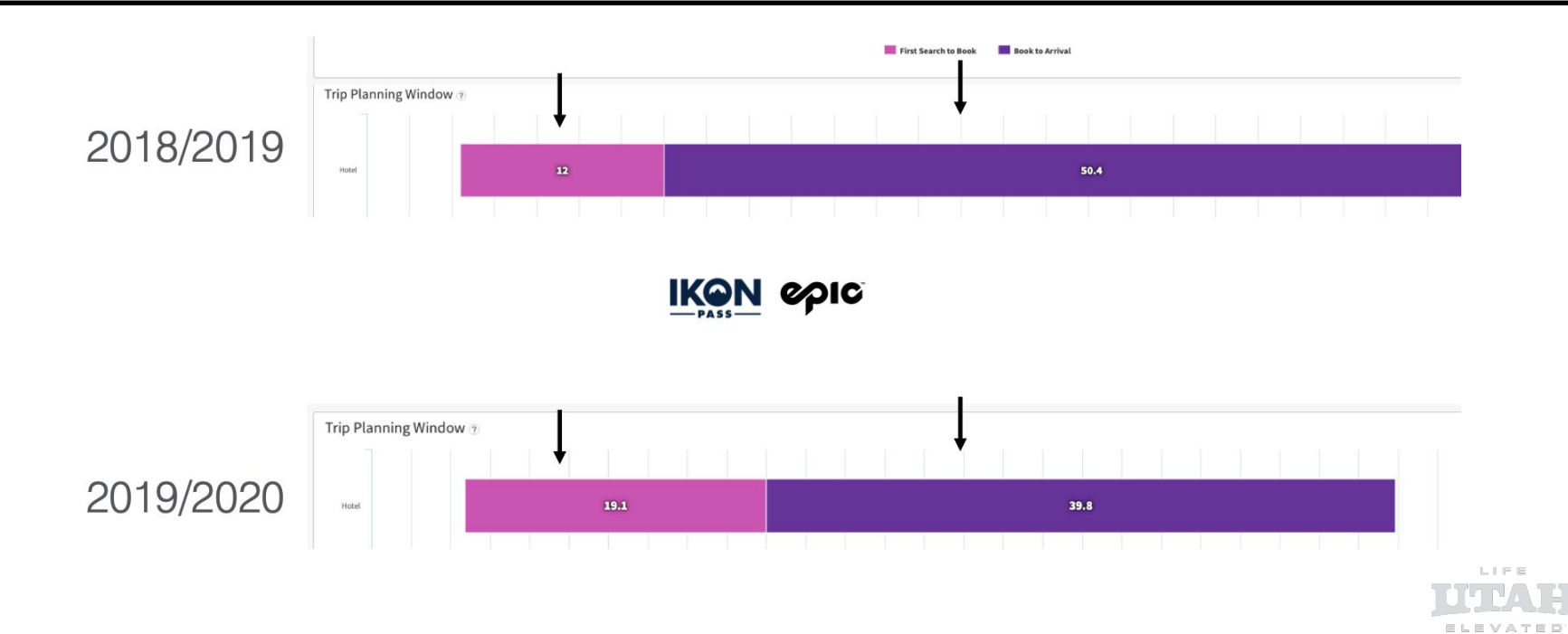
We noticed sizable increases the week after December 25<sup>th</sup> indicating the importance of having a strong marketing presence from December 26<sup>th</sup> – January 4<sup>th</sup>. This led to our biggest month over month increase in hotel bookings for the entire campaign (300%).

Interest over time ?



CHANGING BOOKING PATTERNS

Lastly we observed a truncated Look to Arrival window. With an increase in the amount of days people spent searching for their ski vacation, and a significantly shortened book to arrival window.



## BUDGET BREAKDOWN

| Media                       | 2019/2020   | 2020/2021   | Media Mix | % Growth |
|-----------------------------|-------------|-------------|-----------|----------|
| TV                          | \$1,370,057 | \$567,568   | 16.8%     | -58%     |
| Out of Home                 | \$432,215   | \$432,432   | 12.8%     | -        |
| CTV                         | \$500,000   | \$1,070,000 | 31.7%     | 114%     |
| Digital                     | \$1,029,000 | \$1,017,027 | 30.1%     | -1%      |
| Social Media                | \$156,000   | \$183,000   | 5         | 17%      |
| PPC                         | \$60,000    | \$60,000    | 1.7%      | -7%      |
| Long-Form Video             | \$150,000   | \$45,000    | 1.3%      | -70%     |
| Audience Building           | -           | \$50,000    | n/a       | -        |
| Print-Polybagging (SkiUtah) | \$90,000    | \$90,000    | n/a       | -        |

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## MEDIA PLAN RECOMMENDATIONS

Run a **flexible** campaign that can be adjusted as needed.

Capitalize on new partnerships to continue our evolution into being able to measure every aspect of our marketing efforts.

Remove under performing partners from last year's campaign, double down on the partners and tactics that were successful.

Build additional Custom Audiences to target across all digital elements of the marketing campaign; Social, CTV, Native, Pre-Roll, Banner.

Continue to **innovate!**





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# Legacy Media

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UTAH OFFICE OF TOURISM

## MEDIA PLAN: SPOT TELEVISION

Markets:            Los Angeles  
                      San Francisco

### Buy Strategy:

- Use broad reach of linear TV to maintain higher-level brand awareness in key LA & SF markets
- Leverage smaller market budgets with one broadcast station partner, and targeted cable placement

### Buy Parameters:

- A25-54 demo, HHI \$150k+, Ski/Snowboard and/or Winter Travelers
- :30 & :15 spot mix
- 100% TRP post guaranteed
- Minimum 25% high-profile prime/sports/specials for high engagement / live-viewing audience
- Flexible placement commitment

## MEDIA PLAN: DIGITAL OUT OF HOME

Markets:            Nationwide

### Buy Strategy:

- National targeting honing in on venues showing Pre-COVID exposure, and frequented by our target Winter Travelers
- Custom audience layering

### Buy Parameters:

- Arrivalist Measurement Study/Device ID Pass-back
- 100% market and timing flexibility



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# Digital Media

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UTAH OFFICE OF TOURISM

## MEDIA PLAN: DIGITAL MARKETING

### Flight Dates:

- November 1, 2020 – March 30, 2021

### Target Markets:

- National Excluding Utah
- \*\*\*Canadian Markets: Kelowna, Calgary, Edmonton, Saskatoon, Winnipeg, Toronto
- CTV Strategy: National with focus on custom audiences

Launch campaign to run during pre-optimized time of day metrics identified in last year's campaign

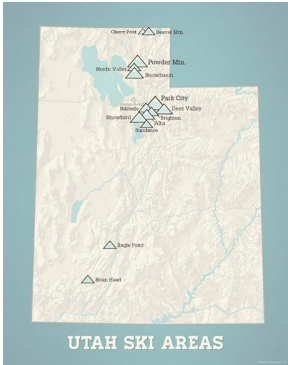
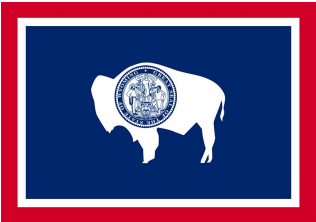
**Increase SOV from 12/26/2020 – 1/4/2021**

Increased emphasis on Repeat Visitors

Dedicate 5% to Forever Mighty Initiatives



MOUNTAIN TIME CUSTOM AUDIENCES



8 Elevated Ski Experiences That are Uniquely Utah

Looking for alpine adventure?

Utah Family Vacation | Family Friendly Ski Resorts | Top Places To Vacation  
[visitutah.com/utah-skiing/family-friendly](https://visitutah.com/utah-skiing/family-friendly)

Family Ski Trips Less Than an Hour From Salt Lake City International Airport. Come Experience the Greatest Snow on Earth. Take a Family Vacation in Utah.

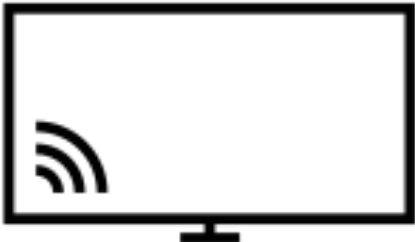


MOUNTAIN TIME CROSS MEDIA TARGETING:

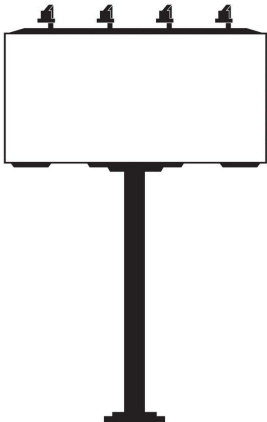
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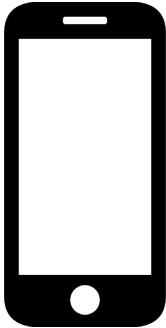
Desktop



ConnectedTV



Billboard



Mobile



Facebook



Instagram



## MEDIA PLAN DEEPER DIVE: ADDED VALUE PARTNERS

### CausalIQ:

- Programmatic Vendor
- Added Value: 30% Match

### TripAdvisor:

- Endemic Vendor
- Added Value: 30% Match

### Expedia:

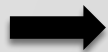
- Endemic Vendor
- Added Value: \$50,000 in coupons paid for by Expedia, will not impact ADR.

causal iQ



## MEDIA PLAN: DIGITAL MARKETING

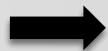
15%



See:

People who have traveled to a ski resort and/or have taken snow related winter vacations in the past.

55%



Think:

People who are in the early stages of planning their next winter vacation roughly 45-15 days out.

30%

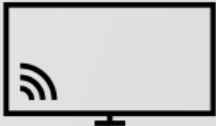


Do:

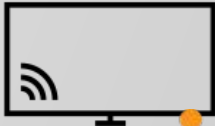
People who are ready to book their next winter vacation to a competitive destination.

MEDIA PLAN: DIGITAL MARKETING

See



Think



Do



MEDIA PLAN DEEPER DIVE: NIELSEN/SURVATA/NET ECONOMIC IMPACT STUDY PARTNERS



## BUDGET BREAKDOWN

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| Print-Polybagging (SkiUtah) | \$90,000    | \$90,000    | n/a       | -        |

## MOUNTAIN TIME 2020/2021 FLIGHT DATES

|                       | October |   |    |    | November |   |   |    | December |    |   |    | January |    |   |    |    | February |   |   |    | March |   |   |    | April |    |   |    | May |             |   |    | June |    |    |   |    |    |        |  |  |
|-----------------------|---------|---|----|----|----------|---|---|----|----------|----|---|----|---------|----|---|----|----|----------|---|---|----|-------|---|---|----|-------|----|---|----|-----|-------------|---|----|------|----|----|---|----|----|--------|--|--|
|                       | 28      | 5 | 12 | 19 | 26       | 2 | 9 | 16 | 23       | 30 | 7 | 14 | 21      | 28 | 4 | 11 | 18 | 25       | 1 | 8 | 15 | 22    | 1 | 8 | 15 | 22    | 29 | 5 | 12 | 19  | 26          | 3 | 10 | 17   | 24 | 31 | 7 | 14 | 21 | BUDGET |  |  |
| Regional Targeting    |         |   |    |    |          |   |   |    |          |    |   |    |         |    |   |    |    |          |   |   |    |       |   |   |    |       |    |   |    |     |             |   |    |      |    |    |   |    |    |        |  |  |
| Spot Market Linear TV |         |   |    |    |          |   |   |    |          |    |   |    |         |    |   |    |    |          |   |   |    |       |   |   |    |       |    |   |    |     |             |   |    |      |    |    |   |    |    |        |  |  |
| Los Angeles           |         |   |    |    |          |   |   |    |          |    |   |    |         |    |   |    |    |          |   |   |    |       |   |   |    |       |    |   |    |     |             |   |    |      |    |    |   |    |    |        |  |  |
| San Francisco         |         |   |    |    |          |   |   |    |          |    |   |    |         |    |   |    |    |          |   |   |    |       |   |   |    |       |    |   |    |     |             |   |    |      |    |    |   |    |    |        |  |  |
| National Targeting    |         |   |    |    |          |   |   |    |          |    |   |    |         |    |   |    |    |          |   |   |    |       |   |   |    |       |    |   |    |     |             |   |    |      |    |    |   |    |    |        |  |  |
| Digital OOH           |         |   |    |    |          |   |   |    |          |    |   |    |         |    |   |    |    |          |   |   |    |       |   |   |    |       |    |   |    |     |             |   |    |      |    |    |   |    |    |        |  |  |
| Connected TV          |         |   |    |    |          |   |   |    |          |    |   |    |         |    |   |    |    |          |   |   |    |       |   |   |    |       |    |   |    |     |             |   |    |      |    |    |   |    |    |        |  |  |
| Long Form Video       |         |   |    |    |          |   |   |    |          |    |   |    |         |    |   |    |    |          |   |   |    |       |   |   |    |       |    |   |    |     |             |   |    |      |    |    |   |    |    |        |  |  |
| Digital Media         |         |   |    |    |          |   |   |    |          |    |   |    |         |    |   |    |    |          |   |   |    |       |   |   |    |       |    |   |    |     |             |   |    |      |    |    |   |    |    |        |  |  |
| Social Media          |         |   |    |    |          |   |   |    |          |    |   |    |         |    |   |    |    |          |   |   |    |       |   |   |    |       |    |   |    |     |             |   |    |      |    |    |   |    |    |        |  |  |
| PPC                   |         |   |    |    |          |   |   |    |          |    |   |    |         |    |   |    |    |          |   |   |    |       |   |   |    |       |    |   |    |     |             |   |    |      |    |    |   |    |    |        |  |  |
|                       |         |   |    |    |          |   |   |    |          |    |   |    |         |    |   |    |    |          |   |   |    |       |   |   |    |       |    |   |    |     | \$3,375,000 |   |    |      |    |    |   |    |    |        |  |  |

# Paid Search

# Strategy

- **Considering Family Trips & General Winter Vacations**
  - Searchers looking for inspiration - know they want to go on a trip, but may not have decided on Utah or a ski trip
  - *Family trips, road trips, winter vacations, ski trips, etc.*
- **Planning a Ski Trip**
  - Pairing resources with inspiration - know they are visiting Utah for a ski trip, but haven't decided on the details
  - *Resort comparison, snow total updates, accommodations, non-ski activities (when opportune)*
- **Seeking Specifics on Resorts & Travel**
  - Less inspiration focused, more resourceful - UOT to offer the final planning details before connecting searchers with the best resources
  - *Resort specific information, COVID-19 updates, regional awareness and red emerald travel guidance*



# Targeting

- **Nationwide, Focused on Drive Markets**
  - Target nearby states and drive markets, focus less on unlikely markets
  - Continue w/ audience targeting, but may narrow in on ski-related interests and behaviors
- **Remarketing**
  - Expecting planning frequency to increase this year
  - Retarget ski-content site visitors with search ads and digital media
  - Remarketing to PPC users with social ads?

# Social

# Organic Social Content Projects

- **#WednesdayWednesdays** on Instagram Story with [@WasatchSnowForecast](#)
  - Content creation: Day-of
  - Distribution: Weekly in December – April
- **“Let’s Talk Utah” Series** on IGTV (3 ski/winter episodes)
  - Content creation: DONE
  - Distribution: November – December
- **#FindYourUtahStoke Series** with GoPro on Instagram Story/Reels ([example](#))
  - Content creation: December
  - Distribution: January – February
- **Snowfall B-roll** on Instagram/Facebook Story and possibly Twitter
  - Content creation: Archived b-roll or ongoing through UGC
  - Distribution: December – March on powder days

# Community Management

Standard community management guidelines on page 65-70 in the [Domestic Social Media Playbook](#)

- **Canned responses:** Prepare a shared resource doc to be used across customer communications
- **Handoff approach:** PL team sends Red/Yellow-level messages to Melissa (when assistance is needed) who will then reach out to below entities when appropriate to help craft response.
  - Ski Utah: Red-level questions and concerns specific to Utah's overall ski industry standards
  - Ski resorts: Red-level questions and concerns specific to one ski resort
  - DMOs (VSL, PC, Beaver, etc.): TBD

# Paid Social: Domestic

Domestic Ski+ social ad plan in the [FY21 Domestic Master Ad Plan](#)

- **Budget: \$90,000**
  - Q1: \$15K, Q2: \$40K, Q3: \$30K, Q4: \$5K
- **Summary of ad types:**
  - Platforms: Facebook, Instagram (feed + story) and Pinterest
  - Objectives: Video Views, Traffic, Awareness, Engagement
- **Creative needs:**
  - 1:1 and 9:16 assets, social-first assets ([people](#) facing away from the camera, still)
- **Targeting:**
  - Overall: Start off national and narrow into driveable markets (not excluding Utah) - align with the rest of the media buy
  - Custom audiences (via Love): Repeat visitors, confirmed visitors from competitive ski destinations, and PPC and/or Native audiences (those who clicked on those ads)
  - Retargeting in Ads Manager: Retargeting hero video watchers and visitutah.com visitors that visited Ski+-related pages
  - Other potential ideas: Day pass ticket holders from last season, Ski Utah newsletter subscribers, ski resorts' email subscribers

# Paid Social: International

International Ski+ social ad plan in the [FY21 International Master Ad Plan](#)

- **Budget: \$42,000**
  - \$7,000 per market for CA, AU/NZ, UK, FR, DE
  - \$5,000 for India pilot ski ads
- **Summary of ad types:**
  - Platforms: Facebook
- **Creative needs:**
  - 1:1 and 9:16 assets, social-first assets ([people](#) facing away from the camera, still)
- **Targeting:**
  - Overall: It will mostly be a big awareness play and focus on keeping Utah top of mind throughout the year
  - Custom audiences (via Love): TBD based on whether int'l visitors are included in those audiences
  - Retargeting in Ads Manager: Retargeting hero video watchers, retargeting visitutah.com web visitors that read/visited ski+-related pages, create lookalike of those web visitors

# Domestic Social Channel KPIs

|   | Total Impressions | Total Engagements | Total Video Views | Total Traffic  | Total use of #VisitUtah Ski+ imagery |
|---|-------------------|-------------------|-------------------|--|--------------------------------------|
| Goal by Midseason<br>(Feb 1, 2021)            | 8M                | 100K              | 270K              | 32K Clicks to site<br>47 seconds Avg Session Duration<br>70% Bounce Rate | 3.5K                                 |
| Goal by End of Fiscal Year<br>(June 30, 2021) | 10.5M             | 110K              | 315K              | 50K Clicks to site<br>47 seconds Avg Session Duration<br>70% Bounce Rate | 5K                                   |

# Domestic Influencers

See FY21 influencer priorities on page 22 in [Content Creator Playbook](#)

- **# of Activations:** Minimum of 2 influencers who primarily reach out-of-state audience
- **Budget:** \$20,000
- **Timing:** During ski season (Dec - Mar)
- **Deliverable focus:**
  - Sponsored Instagram Stories of real-time experience at ski resort
  - Brand partner Instagram Feed post
  - Long-form video content for IGTV and/or YouTube



# Domestic Influencer KPI Benchmarks

|   | Average Cost Per Engagement (CPE) | Average Engagements per Dollar | Average Cost Per 1000 Impressions (CPM) |
|---|-----------------------------------|--------------------------------|---|
| Goal by End of Fiscal Year<br>(June 30, 2021) | \$0.20                            | 5                              | \$15–\$20                               |

# Ambassadors

- **# of Activations:** Minimum of 3 ambassadors sharing ski-related content
  - 2 existing ambassadors as listed below and 1 new ambassador
- **Budget:** Roughly \$9,000 in ambassador compensation + travel can potentially contribute to ski
- **Timing:** During ski season (Dec - Mar)
- **Deliverable focus:**
  - #WeatherWednesdays with [@wasatchsnowforecast](#) on @VisitUtah Instagram Story
  - Monthly branded posts on ambassador Instagram Feed (at least by [@wasatchsnowforecast](#) and [@khai.flies](#))

# Public Relations

# Proactive PR Topics & Tactics:

## Key Media Messages:

- Ski Season Safety and Operations + Openings
- Snow Quantity/Quality
- Accessibility of Best-In-Class Skiing
- Non-Skiing Activities (i.e., Snowshoeing, XC Skiing, Dog Sledding, Restaurants/Bars, etc.)

Pitch angles and storylines to resonate with the current travel landscape, winter season, and media feedback:

- New operations and safety measures that accommodate social distancing on the mountain
- What to expect this ski season: the greatest snow on earth and wide, open spaces and solitude
- How to “mountain” responsibly this winter: ski, snow, and off-mountain enthusiasts
- The rise of mom and pop mountains and resorts
- How to “winterize” your family road trip: Road-to-mountain experiences

# Proactive PR Topics & Tactics:

## PR Tactics:

- Monthly PR Headlines pitch to KPI media outlets and freelancers
- Proactive outreach to past press trip attendees and IMVs from winter 2019/2020 season, including:
  - Aimee White Beazley (freelance, AFAR, Bloomberg, DuJour)
  - Nina Ruggiero (Travel + Leisure)
  - John Oseid (Forbes)
- Utah U Fall/Winter Virtual Classes
  - Winter Session focused on Visit Utah winter/ski key messages
- Individual Media Visits (IMVs) with key journalist for first-hand experiences in Utah and coverage

# Website

# Re-platformed Site Launch

- Site launches on Kentico platform on 10/29
- Managing content build-out and optimizations on both platforms until launch.
- With new site launch, we'll have KPI tracking for the Mountain Time campaign across website content types (articles, itineraries, landing pages) for the first time.
- Prepared to link visitutah.com visitation to Adara bookings data.

# Visitutah.com Campaign Foundations

- Optimizing winter pages with COVID language and campaign messaging goals.
  - Key landing pages:
    - [Mountain Time](#)
    - [Utah Ski Resorts](#)
- Optimizing storytelling and landing page experiences for search intent.
  - See full list of pages to be optimized in this [Asana](#) task
  - Support “off-mountain” topics with organic content optimized for local search intent.
- Keeping [Responsible Travel](#) and [COVID-19 Information](#) pages up-to-date with winter planning content
- Revising Snow Tracker API to pull in the amount of open runs by resort.



# Storytelling

# Article Content

- Revising existing article content to map to messaging goals ([see Asana](#) for full list)
- New articles:
  - Paula Colman article making the case for Utah ski travel in 2020.
    - Focus on accessibility, affordability and flexibility.
  - TBD (Andrew, Ellen and Struck)
    - E.g. D&I, innovators and innovations
    - Review of non-skiing off mountain opportunities (e.g. snowshoeing)
  - Summer at mountain resorts
- Existing articles to promote based on conditions:
  - Max Out Your Multi-Pass (+ Making the Most of Epic, Ikon)
  - Big Snow. Gotta Go.
  - Planning Your Big Snow Trip
  - When to Ski and Eat and Play in Utah
  - Getting Back on the Mountain

# Long-form Video Content

- Robert Redford Sets the Sundance Scene
  - [Article](#)
  - [YouTube](#) (476K views)
- Insider's Guide to Ogden
  - [Article](#)
  - [YouTube](#) (172K views)
- Harnessing Passion: The Arctic Rescue Sled Dog Team
  - [Article](#)
  - [YouTube](#) (1M views)

# Appendix

# 2019/2020 Creative performance

1. Creative performance: Snow total creative was the top performer, across the board
  1. **Boomers:** V1, V2, V4 all performed poorly. **V3** did well and was the only first batch creative that did so. Snow creative performed the strongest (no surprise)
  2. **Millennial:** V1, V2, V3, performed the lowest. Then from there going to the best performer it went **V5, V4,** Snow (was top performer)
  3. **Family:** V1, V3, V4 all performed poorly. **V2** did well and Snow once again won here.
2. Millennial creative drove the lowest booking efficiency. Boomer and Family were very closely tied.
3. Family Video ads drove the strongest booking efficiency. Second place ws Millennials/SkiCity, last place was boomer. Boomer also had the lowest video completion rate. All video ads showed obvious signs of creative wear in a study we ran via CTV.

# 2019/2020 Creative performance

Snowfall creative performed the strongest across all audiences

**Boomer V3** did well and was the only first batch creative that did so.



**Millennial V4, V5**



**Family V2**



## #8 - Timely, without specifics to pandemic (Rec.)

Utah. Another year. Another season.

Each one is different. And yet the same.

The world-class terrain never changes.

And the Greatest Snow on Earth always falls.

10 resorts lie just outside the city.

Mountain Time is here again. Only in Utah.

## #8 - Timely, without specifics to pandemic (opt. 2)

Utah. Another year. Another season.

Each one is different. And yet the same.

The world-class terrain never changes.

And the Greatest Snow on Earth always falls.

10 resorts lie just outside the city.

Open slopes all around you.

Mountain Time is here again. Only in Utah.